

Adv for off New Order

Cupp :15s

WKRC Cincinnati

EKRC Cincinnati

\$33k 10/30-11/6

:15s *stand alone*

~~Agay~~ Midwest Communications

WKRC  
#68936

		Tue 10/30	Wed 10/31	Thur 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6		
1 5-530a	\$163	1	1	1	1			1	1	6	\$978 P3 1
2 530-6a	\$163	1	1	1	1			1	1	6	\$978 P3 2
3 6-7a (bookended)	\$780	2	2	2				2	2	10	\$7,800 P1 3
4 9-10a	\$98	1	1	1	1			1		5	\$490 P3 4
5 10-11a	\$98	1	1	1	1			1		5	\$490 P3 5
6 Noon (bookended)	\$472	2	2	2	2			2		10	\$4,720 P2 6
7 Soaps	\$423	1	1	1	1			1		5	\$2,115 P3 7
8 Talk	\$179	1	1	1	1			1		5	\$895 P3 8
9 4-430pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2 9
10 430-5pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2 10
11 11pm News(bookended)	\$3,250	2	2			2	2	2		10	\$32,500 P1 11
EKRC 10pm News	\$82	2	2	2	2	2	2	2		14	\$1,148 P3 12
12 Sat 6-7a	\$163					4				4	\$652 P2 13
13 Sat 7-8a	\$163					4				4	\$652 P2 14
14 Sun 9-1030a	\$585						4			4	\$2,340 P2 15
15 Sat UC v Syracuse	\$780					2				2	\$1,560 P3 16
16 Bengals Weekly	\$358						1			1	\$358 P3 17

✓

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111 \$66,136

**Cupp :15s**

WKRC Cincinnati

EKRC Cincinnati

<u>\$33k 10/30-11/6</u>		<u>10/30</u>	<u>10/31</u>	<u>11/1</u>	<u>11/2</u>	<u>11/3</u>	<u>11/4</u>	<u>11/5</u>	<u>11/6</u>		
5-530a	\$163	1	1	1	1			1	1	6	\$978 P3
530-6a	\$163	1	1	1	1			1	1	6	\$978 P3
6-7a (bookended)	\$780	2	2	2				2	2	10	\$7,800 P1
9-10a	\$98	1	1	1	1			1		5	\$490 P3
10-11a	\$98	1	1	1	1			1		5	\$490 P3
Noon (bookended)	\$472	2	2	2	2			2		10	\$4,720 P2
Soaps	\$423	1	1	1	1			1		5	\$2,115 P3
Talk	\$179	1	1	1	1			1		5	\$895 P3
4-430pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2
430-5pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2
11pm News(bookended)	\$3,250									0	\$0 P1
EKRC 10pm News	\$82	2	2	2	2	2	2	2		14	\$1,148 P3
Sat 6-7a	\$163					4				4	\$652 P2
Sat 7-8a	\$163					4				4	\$652 P2
Sun 9-1030a	\$585						4			4	\$2,340 P2
Sat UC v Syracuse	\$780					2				2	\$1,560 P3
Bengals Weekly	\$358						1			1	\$358 P3

101	\$33,636
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**Jacobs, Sarah**

**From:** Bob Clegg [bobclegg@ameritech.net]  
**Sent:** Sunday, October 28, 2012 3:01 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Cupp :15 Second Buy  
Sure, go ahead and bookend if need be.

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Sunday, October 28, 2012 2:44 PM  
**To:** Bob Clegg  
**Subject:** Re: Cupp :15 Second Buy

Can we bookend the :15s if necessary in certain areas? Or only one :15 per 15-20 minutes?

Sarah Jacobs  
Local Sales Manager  
WKRC Local 12  
513/763-5672

On Oct 28, 2012, at 2:42 PM, "Bob Clegg" <[bobclegg@ameritech.net](mailto:bobclegg@ameritech.net)> wrote:

Thanks, I appreciate it.

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Sunday, October 28, 2012 2:36 PM  
**To:** Bob Clegg  
**Subject:** Re: Cupp :15 Second Buy

Yes  
You will have something first thing tomorrow

Sarah Jacobs  
Local Sales Manager  
WKRC Local 12  
513/763-5672

On Oct 28, 2012, at 2:18 PM, "Bob Clegg" <[bobclegg@ameritech.net](mailto:bobclegg@ameritech.net)> wrote:

Can you put together a buy from Tuesday, 10/30 to Monday 11/5 for Cupp for Supreme Court. This is a Cupp Campaign Committee spot and buy which is different from the Ohio Republican Party spot and buy on behalf of Bob Cupp. This is a stand-alone :15 second spot. I would like as much news as will clear. Your total budget is \$33,000. Let me know if you have any questions Thanks.

Robert A. Clegg  
Senior Vice-President  
Midwest Communications & Media  
7720 Benson Road  
Carroll, OH 43112  
614/440-4449

10/29/2012



Order / Rev: 68936 Advertiser: Robert Cupp for Ohio Supreme Court  
 Alt Order #: Product Desc: Cupp Local 12 WKRC-TV  
 Flight Dates: 10/30/12 - 11/06/12 Estimate: Cupp

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/30/12	11/06/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	2222---	:15	8	\$780.00	P-1	0.00	NM	10	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-22----	6	\$780.00	0.00								
		Week: 11/05/12	11/11/12	2-----	4	\$780.00	0.00								
N 4	WKRC	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	11111--	:15	5	\$98.00	P-3	0.00	NM	5	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$98.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$98.00	0.00								
N 5	WKRC	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	11111--	:15	5	\$98.00	P-3	0.00	NM	5	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$98.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$98.00	0.00								
N 6	WKRC	10/30/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	22222--	:15	10	\$472.00	P-2	0.00	NM	10	\$4,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$472.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$472.00	0.00								
N 7	WKRC	10/30/12	11/05/12	Soap Rotator Soap Rotator	CM	1230p-2p	11111--	:15	5	\$423.00	P-3	0.00	NM	5	\$2,115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$423.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$423.00	0.00								
N 8	WKRC	10/30/12	11/05/12	The Talk The Talk	CM	2p-3p	11111--	:15	5	\$179.00	P-3	0.00	NM	5	\$895.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$179.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$179.00	0.00								
N 9	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	22222--	:15	10	\$423.00	P-2	0.00	NM	10	\$4,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$423.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$423.00	0.00								
N 10	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	22222--	:15	10	\$423.00	P-2	0.00	NM	10	\$4,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$423.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$423.00	0.00								
N 11	WKRC	10/30/12	11/05/12	11p M-Su Local 12 News 11p M-Su Local 12 News	CM	11p-1135p	222--22	:15	10	\$3,250.00	P-1	0.00	NM	10	\$32,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$423.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$423.00	0.00								
N 12	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----4-	:15	4	\$163.00	P-2	0.00	NM	4	\$652.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----4-	4	\$163.00	0.00								
N 13	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----4-	:15	4	\$163.00	P-2	0.00	NM	4	\$652.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----4-	4	\$163.00	0.00								
N 14	WKRC	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morn News	CM	9a-1030a	-----4	:15	4	\$585.00	P-2	0.00	NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----4	4	\$585.00	0.00								
N 15	WKRC	11/03/12	11/03/12	Big East Football Big East Football	CM	12p-330p	-----2-	:15	2	\$780.00	P-3	0.00	NM	2	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 68936      Advertiser: Robert Cupp for Ohio Supreme Court      Local 12 WKRC-TV  
 Alt Order #:      Product Desc: Cupp  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WKRC	11/03/12	11/03/12	Big East Football Big East Football	CM	12p-330p	-----2-	:15	2	\$780.00	P-3	0.00	NM	2	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----2-	2	\$780.00	0.00								
N16	WKRC	11/04/12	11/04/12	Bengals Weekly Bengals Weekly	CM	1130a-12p	-----1	:15	1	\$358.00	P-3	0.00	NM	1	\$358.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----1	1	\$358.00	0.00								
													Totals	97	\$64,988.00